

PATENT  
Attorney Docket No. 132.0005-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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DEC 07 2009

In re Application of: ) Confirmation No.: 9772  
Thomas P. Ivanyi )  
Serial No.: 09/944,348 ) Group Art Unit: 2421  
Filed: August 31, 2001 ) Examiner: John R. Schnurr  
For: SYSTEM AND METHOD FOR )  
MEASURING AND STORING )  
INFORMATION PERTAINING TO )  
TELEVISION VIEWER OR USER )  
BEHAVIOR )

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Office Action dated July 6, 2009, the period for reply having been extended for two (2) months by a request for extension and fee payment filed concurrently herewith, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 4 of this paper.

12/08/2009 JVN61 00000020 501068 09944348  
01 FC:1252 490.00 DA

Amendment 12-7-09